Exercise 4: Market Share

VanArsdel's sales comprise of products manufactured by VanArsdel and other companies. You want to know how much of these sales are VanArsdel's own manufactured products. You decide to show this share in numbers and %. Specifically, you will create the following measures:

- **Total VanArsdel Sales**: calculates sales where the products manufacturer is VanArsdel. Format this measure as **Currency**. (Hint: Use the **CALCULATE** function and filter by Manufacturer).

- **% Sales Market Share**: calculates the percentage of sales of VanArsdel manufactured products from the total sales. Format this measure as **Percentage**.

Lab Questions

0/4 points (graded)
Answer the following questions using the measures you created. (Do NOT include currency symbols or thousands separators). The fastest way to do this is to drag the measures you created to the Report view and format them as a table visualization. Do not use any level of filtering to answer the questions.

What is the figure for the Total VanArsdel Sales measure? (to two decimal places)

| 0 |

0

✖ **Answer:** 2276898965.01

What is the figure for the % Sales Market Share measure? (to two decimal places)

| 0 | % ✖ **Answer:** 44.40

0

Explanation
Total VanArsdel Sales = CALCULATE([Total Sales],Manufacturers[Manufacturer]="VanArsdel")
% Sales Market Share = IF([Total VanArsdel Sales]=0,0,DIVIDE([Total VanArsdel Sales],[Total Sales],0))
Total VanArsdel Sales figure is $2,276,898,965.01
% Sales Market Share figure is 44.40%

Submit   You have used 2 of 2 attempts

ⓘ   Answers are displayed within the problem

If you're stuck, check out the following DAX expressions to calculate similar measures, but on **Units** instead of **Revenue**.

- **Total VanArsdel Units**: Total VanArsdel Units = CALCULATE([Total Units],Manufacturers[Manufacturer]="VanArsdel")

- **% Units Market Share:** % Units Market Share = IF([Total VanArsdel Units]=0,0,DIVIDE([Total VanArsdel Units],[Total Units],0))